



# 2007 CENSUS OF AGRICULTURE

## 2009 Census of Horticultural Specialties

### Oklahoma State Profile

Published December 2010

The 2009 *Census of Horticulture* counted 174 operations in Oklahoma with sales of \$10,000 or more in horticultural specialty crops, a decrease of 5 operations since the 1998 Census of Horticulture. However, sales of horticultural crops increased by 76 percent over this period.

Categories where sales increased more than average include propagative materials, herbaceous perennial plants, cut Christmas trees, transplants for commercial vegetable production, sod, and cut flowers. Categories with a lower than average change in sales include food crops grown under protection and potted flowering plants.

|  | 2009 Value<br>of Sales* | 1998 Value<br>Of Sales | Percent<br>Change |
|--|-------------------------|------------------------|-------------------|
| All Horticultural Crops                            | 163,673,000             | 92,978,000             | +76.0             |
| Nursery Stock                                      | 98,136,000              | 43,862,000             | +123.7            |
| Annual Bedding/Garden<br>Plants                    | 10,520,000              | 9,235,000              | +13.9             |
| Sod, Sprigs or Plugs                               | 28,037,000              | 13,390,000             | +109.4            |
| Potted Flowering Plants                            | 1,588,000               | 3,509,000              | -54.7             |
| Herbaceous<br>Perennial Plants                     | 18,992,000              | 4,981,000              | +281.3            |
| Propagative Materials                              | 4,939,000               | 383,000                | +1,189.6          |
| Food Crops Grown<br>Under Protection               | 55,000                  | 181,000                | -69.6             |
| Foliage Plants                                     | 529,000                 | 591,000                | -10.5             |
| Cut Flowers  | 310,000                 | 174,000                | +78.2             |
| Transplants for Commercial<br>Vegetable Production | 50,000                  | 15,000                 | +233.3            |
| Cut Christmas Trees                                | 319,000                 | 93,000                 | +243.0            |

\*Figures for 2009 may not compare to 1998 in all categories due to changes in category definition.

U.S. Department  
of Agriculture

National Agricultural  
Statistics Service

Oklahoma Field Office  
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1-888-525-9226



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## *Oklahoma's Top 5 Annual Bedding Plants:*

1. Pansy/Violas
2. Begonias
3. Geraniums
4. Impatiens
5. Petunias



## Expenses

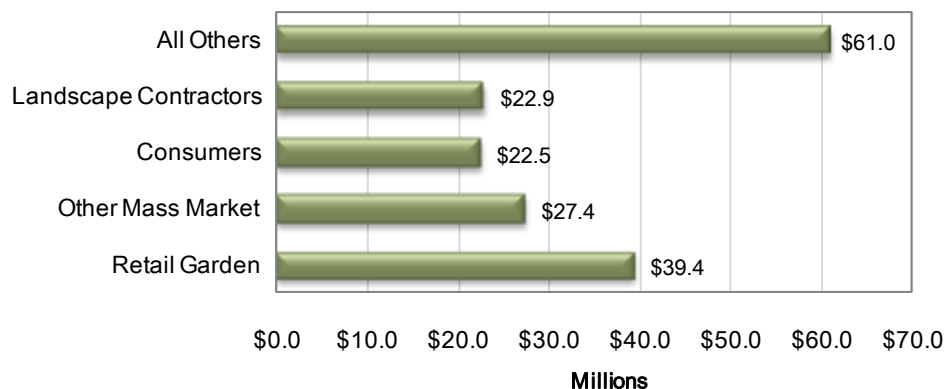
The single largest expense for horticultural specialty operations is hired labor, which includes salaries paid to hired workers, as well as benefits for workers. Horticultural operations in Oklahoma employed 3,651 hired workers in 2009. Hired labor expenses were more than four times the amount of the next largest expense, which was repairs. Other significant production expenses included the expenses for seed, containers—which includes pots and flats—and for gasoline, fuels and oils.

| Top 5 Horticulture<br>Production Expenses | Total Cost<br>(Millions) | Percent of Total<br>Expenses |
|---|--------------------------|------------------------------|
| Total Hired Labor Expense                 | \$58.8                   | 46.6                         |
| Repairs                                   | \$13.0                   | 10.3                         |
| Seeds, Plants, Vines, Trees, Etc.         | \$10.7                   | 8.5                          |
| Total Containers Expense                  | \$7.9                    | 6.3                          |
| Gasoline, Fuels and Oils Purchased        | \$6.5                    | 5.2                          |

## Marketing Channels

Retail garden centers and nurseries (excluding mass marketers) were the largest purchasers of horticultural specialty crops in 2009, with purchases of \$39.4 million. Mass marketers, including discount chain stores and hardware/home improvement stores, were the second largest customers of horticultural products, with purchases of \$27.4 million in 2009.

### Value of Sales by Marketing Channel



# Oklahoma State Profile

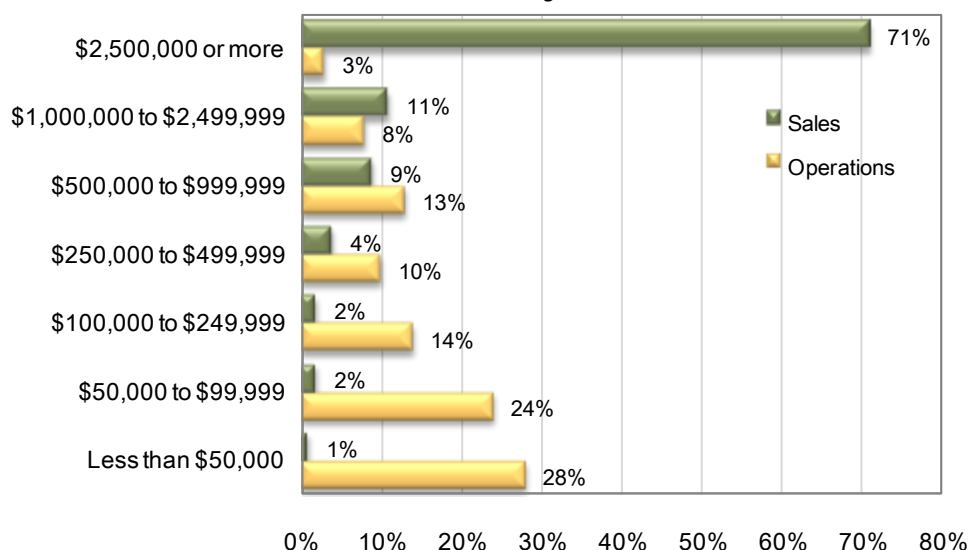
## 2009 Census of Horticultural Specialties

### Sales by Size of Operation

The majority of all sales of horticultural products in Oklahoma and the United States, including wholesale and retail sales, are from operations, with \$2,500,000 or more in annual sales. In Oklahoma these operations comprise only 3 percent of the total number of operations selling horticultural products; however, they produce over 70 percent of all horticultural products sold.



Percent of Industry Total



### Did you know...

The *2009 Census of Horticulture* is the ninth census conducted for the horticultural specialties. The horticulture census was first conducted for 1889 and later for 1929, 1949, 1959, 1970, 1979, 1988, and 1998. Prior to 1998, the *Census of Horticulture* was conducted by the Census Bureau, but from 1998 to the present it has been conducted by USDA's National Agricultural Statistics Service. The *2009 Census of Horticulture* is a follow-on survey to the *2007 Census of Agriculture*; it is conducted in all 50 states and is comprised of all operations producing \$10,000 or more in sales of horticultural specialty products during 2009.

### Top 5 States in Average Sales per Operation \*

1. **Arizona**, \$2,474,000
2. **California**, \$1,417,000
3. **Oklahoma**, \$940,000
4. **Texas**, \$840,000
5. **Colorado**, \$805,000

\*Rounded to the nearest thousand.



# 2007 CENSUS OF AGRICULTURE

## Geography of Horticulture Production—Top States

California was the largest producer of horticultural crops in terms of sales, with over \$2.3 billion in sales in 2009. This was almost twice as much as the next largest state, Florida, which had sales of \$1.3 billion. The *Census of Horticulture* provides information about sales both at the wholesale and retail levels.

| Top 5 States by Wholesale Sales | Sales         | Top 5 States by Retail Sales | Sales         |
|---------------------------------|---------------|------------------------------|---------------|
| California                      | \$2.0 billion | California                   | \$235 million |
| Florida                         | \$1.2 billion | Michigan                     | \$108 million |
| Oregon                          | \$791 million | Minnesota                    | \$97 million  |
| Texas                           | \$533 million | Pennsylvania                 | \$88 million  |
| Michigan                        | \$459 million | Texas                        | \$87 million  |

*"Your operation, large or small, represents Oklahoma agriculture. We appreciate your assistance in providing timely and accurate data. Thank you for your support."*

~Wilbert C. Hundl, Jr., Director  
USDA-NASS Oklahoma Field Office



## For More Information:

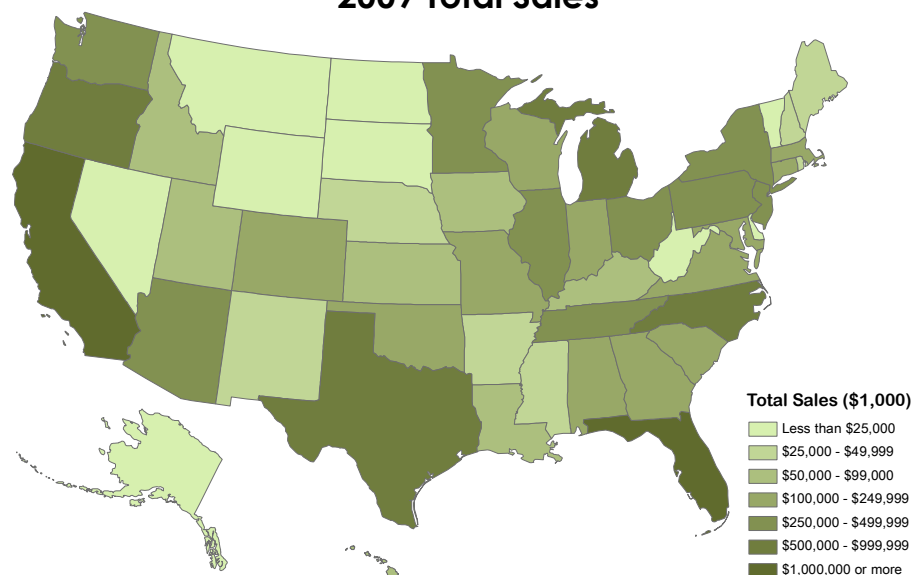
Access the complete results of the 2009 *Census of Horticultural Specialties* online. Results include detailed national and state-level data for specific sectors of the horticulture industry and individual species of horticultural crops as well as information on the amount and type of containers sold of each species and sales value at both the wholesale and retail level.

[www.nass.usda.gov](http://www.nass.usda.gov)

[www.agcensus.usda.gov](http://www.agcensus.usda.gov)

**Agricultural Statistics  
Hotline:  
(800)727-9540**

## Horticultural Specialty Crops 2009 Total Sales



## 2009 Census of Horticultural Specialties

[www.agcensus.usda.gov](http://www.agcensus.usda.gov)